

## Message Text

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ORIGIN ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 CIAE-00 INR-10 NSAE-00

RSC-01 TRSE-00 USIA-15 PRS-01 OMB-01 AID-20 /080 R

DRAFTED BY ARA/ECP:EMCOHEN:JD

APPROVED BY ARA/ECP:WEKNEPPER

ARA/CAR:KLWAUCHOPE

EB/CBA/OCA:JSIMMONS

COMMERCE:OIM/BIC:WSLYNCH

COMMERCE:OIM/BIC:WHADAR

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R 192139Z FEB 74

FM SECSTATE WASHDC

TO AMCONSUL CURACAO

UNCLAS STATE 032977

E.O. 11652: N/A

TAGS: BEXP, AFSP, NA

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) -

NETHERLANDS ANTILLES

REF: (A) CURACAO 43; (B) STATE 1729; (C) STATE 235324

1. ACTION STAFF ESTABLISHED FOR THE NETHERLANDS ANTILLES  
CAP CONSISTS OF:

STATE: ARA/CAR, CHIEF OF NETHERLANDS ANTILLES POLITICAL/  
ECONOMIC AFFAIRS, KEITH L. WAUCHOPE; ARA/ECP, DEPUTY  
REGIONAL COMMERCIAL COORDINATOR, EDWARD M. COHEN;  
EB/CBA/OCA. LIAISON OFFICER FOR ARA, JOHN SIMMONS.

COMMERCE: OIM/BIC, DEPUTY ASSISTANT SECRETARY, WILLIAM S.  
LYNCH; NETHERLANDS ANTILLES COUNTRY SPECIALIST, WALTER  
HAIDAR.

2. ACTION STAFF HAS CAREFULLY REVIEWED POST'S PROPOSED CAP,  
AND TRANSMITS FOLLOWING COMMENTS:

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(A) WHILE THE OBJECTIVES SEEM REALISTIC, SOME ARE NOT

WELL-FOCUSED; AND THE PROPOSED ACTIONS SEEM UNLIKELY TO CONTRIBUTE APPRECIABLY TO ATTAINMENT OF THE OBJECTIVES.

(B) THE POST'S PROPOSED ACTIONS CONSIST, BY AND LARGE, OF EXHORTATIONS TO POTENTIAL LOCAL PURCHASERS TO LOOK TO THE UNITED STATES AS A SOURCE OF SUPPLY FOR THEIR REQUIREMENTS. WE WOULD PREFER THAT THE ACTIONS IN THE CAP BE SUCH AS TO SERVE DIRECTLY TO ALERT AND ENCOURAGE U.S. SUPPLIERS TO LOOK TO THE NETHERLANDS ANTILLES AS A POTENTIAL MARKET FOR THE U.S. PRODUCTS OR SERVICES. THEREFORE, THE POST SHOULD CONCENTRATE ITS EFFORTS, UNDER OBJECTIVES ONE THROUGH THREE, ON DETECTING AND REPORTING SPECIFIC (REPEAT SPECIFIC) TRADE OPPORTUNITIES, AND REPORTING RELATED COMMERCIAL INTELLIGENCE (SUCH AS DESK STUDIES ON THE RESPECTIVE LOCAL MARKETS), WHICH WILL ENABLE COMMERCE TO FIND APPROPRIATE U.S. SUPPLIERS AND ENCOURAGE THEM TO EXPLOIT THE OPPORTUNITIES. ACCORDINGLY, WE PROPOSE THE FOLLOWING REVISIONS OF THE POST'S CAP:

(C) UNDER OBJECTIVE ONE, ADD: "ACTION THREE - EFFECTIVE IMMEDIATELY, DEVOTE AT LEAST TWO MANHOURS PER WEEK TO CONSULTATIONS WITH THE APPROPRIATE PRIVATE AND PUBLIC-SECTOR PARTIES CITED IN ACTIONS ONE AND TWO, UNTIL ALL SUCH PARTIES HAVE BEEN INTERVIEWED; AND AFTER EACH SUCH CONSULTATION PROMPTLY REPORT ANY DETECTED TRADE OPPORTUNITIES (IN THE FORM OF T.O. REPORTS), EARLY WARNINGS AND OTHER RELEVANT COMMERCIAL INTELLIGENCE. ACTION FOUR - AS SOON AS ADEQUATE INFORMATION IS DEVELOPED VIA ACTIONS ONE AND TWO, PREPARE AND SUBMIT A BRIEF DESK STUDY OR SIMILAR REPORT ON THE PROSPECTIVE LOCAL MARKET FOR MACHINERY TO MANUFACTURE BRICK BLOCKS. TARGET DATE FOR SUBMITTAL: MARCH 31."

(D) OBJECTIVE TWO SEEMS TO US TO BE USEFUL ONLY AS AN INITIAL, EXPLORATORY OBJECTIVE IN THE CAP; WE PROPOSE THAT THE SINGLE ACTION UNDER IT BE IMPLEMENTED BY MARCH 15, AND THAT THE OBJECTIVE THEN BE REPLACED BY ONE OR MORE OBJECTIVES (NUMBERED TWO-A, TWO-B ETC.) EACH OF WHICH CALLS FOR INCREASED SALES OF A SPECIFIED U.S. PRODUCT OR  
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SERVICE THAT IS LIKELY TO BE REQUIRED FOR THE PROJECTS ENVISAGED IN THE STANFORD UNIVERSITY REPORT. UNDER EACH SUCH OBJECTIVE, THE POST SHOULD STIPULATE A NUMBER OF ACTIONS DIRECTLY GEARED TO HELP ATTAIN THE RESPECTIVE OBJECTIVE - ACTIONS PERHAPS CALLING FOR THE POST TO INTERVIEW POTENTIAL LOCAL CUSTOMERS AND PUBLIC-SECTOR DECISION-MAKERS, INCLUDING IF APPROPRIATE THOSE ON THE OTHER ISLANDS WITHIN THE POST'S DISTRICT (FOR THIS PURPOSE THE POST MAY WISH TO UTILIZE SCHEDULED FIELD TRIPS); TO SUBMIT AS MANY AS POSSIBLE T.O.'S REPORTING SPECIFIC LEADS

REGARDING THE RESPECTIVE U.S. PRODUCT OR SERVICE; TO SUBMIT IF POSSIBLE A DESK STUDY ON THE NETHERLANDS ANTILLES MARKET FOR THAT PRODUCT OR SERVICE, BASED IN PART ON

INFORMATION IN THE STANFORD UNIVERSITY REPORT , AND/OR TO PROPOSE, IF THE PROSPECTS SEEM TO WARRANT IT, THAT A SPECIFIC DIRECT-PROMOTIONAL EVENT BE HELD IN THE NETHERLANDS ANTILLES (E.G., A CATALOG SHOW, TECHNICAL SALES SEMINAR, TRADE MISSION OR OTHER - PREFERABLY TIED-IN WITH THE SCHEDULING OF SUCH EVENTS FOR OTHER POSTS NEAR CURACAO) DURING FY 1975 OR MORE LIKELY FY 1976 (BEARING IN MIND THE LONG LEAD TIME USUALLY REQUIRED FOR SCHEDULING SUCH EVENTS).

(E) WE PROPOSE THAT OBJECTIVE THREE BE REVISED TO READ: "INCREASE LOCAL SALES OF U.S. PRE-FABRICATED HOUSING." UNDER THIS, THE POST SHOULD LIST A NUMBER OF ACTIONS THAT IT AND/OR COMMERCE WILL TAKE TO BRING SPECIFIC OPPORTUNITIES TO THE ATTENTION OF APPROPRIATE U.S. FIRMS. AGAIN, THE ACTIONS MIGHT INCLUDE THOSE OF THE KIND INDICATED IN SUB-PARAS C AND D ABOVE.

(F) WE PROPOSE THAT OBJECTIVE FOUR BE EXPANDED TO READ: "REPROGRAM AVAILABLE RESOURCES SO AS TO DEVOTE MORE FUNDS, MANPOWER AND PHYSICAL FACILITIES TO COMMERCIAL EFFORTS." UNDER THIS EXPANDED OBJECTIVE THE POST SHOULD LIST ANY CONCRETE MEASURES IT FINDS POSSIBLE TO EFFECT. WE NOTE THAT STATE HAS RECENTLY GRANTED A LARGE INCREASE IN THE POST'S FY 1974 ALLOTMENTS FOR COMMERCIAL OPERATIONS (DS-150-A, CHANGE NUMBER 2, DECEMBER 28, 1973) - AN ADDITIONAL 1,400 DOLLARS FOR COMMERCIAL TRAVEL AND 150 DOLLARS  
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FOR THE COMMERCIAL LIBRARY. WE HOPE THE POST WILL FIND WAYS AND MEANS TO PUT THESE NEW RESOURCES TO MAXIMALLY EFFECTIVE USE IN SUPPORT OF THE KINDS OF OBJECTIVES AND ACTIONS WE HAVE PROPOSED ABOVE, AND FOR THESE PURPOSES THE POST SHOULD CONSIDER POSSIBILITIES FOR REPROGRAMMING SOME OF THESE RECENT INCREMENTS IN ITS ALLOTMENTS.

(G) THE POST MAY WISH TO CONSIDER ADOPTING A TECHNIQUE RECENTLY INSTITUTED A EMBASSY BRIDGETOWN, WHICH, LIKE CONGEN CURACAO, HAS RESPONSIBILITY FOR SEVERAL WIDELY-DISPERSED ISLANDS. EMBASSY BRIDGETOWN HAS DISTRIBUTED PRE-PRINTED POSTAGE-PAID POSTCARDS TO AMERICANS RESIDENT ON THE MORE DISTANT ISLANDS, SO THAT WHENEVER THESE AMERICANS DETECT TRADE LEADS OR INDICATIONS OF A MAJOR PROJECT IN THE WORKS, THEY CAN PROMPTLY FILL IN THE MAIN INFORMATION AND MAIL A CARD TO THE POST. IF CONGEN CURACAO DEEMS THIS FEASIBLE, IT SHOULD DETAIL THIS AS ANOTHER ACTION UNDER THE EXPANDED OBJECTIVE FOUR.

3. WE LOOK FORWARD TO RECEIVING BY TELEGRAM BEFORE  
MARCH 31 THE POST'S DETAILED RESPONSES TO THE SUBSTANTIVE  
PROPOSALS  
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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
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